

U S. Department of Commerce Patent and Trademark Office				<u>Complete if Known</u>
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Application Number: 10/748,870
				Filing Date: December 29, 2003
				First Named Inventor: Jeffrey A. DEAN
				Group Art Unit: 2178
				Examiner Name: Wilson W. Tsui
Sheet	1	of	2	Attorney Docket No.: Google-35APP (GP-090-00-US)

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No ¹	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear
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BQ	95/001,061		Reexamination of Stone et al.		
BR	95/001,069		Reexamination of Stone et al.		
BS	95/001,068		Reexamination of Stone et al.		

Examiner Initials*	Cite No ¹	Foreign Patent Document Office ³ Number ⁴	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵
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BV	KR 2001-0090950	10/22/2001				
BW	CA 2,439,949	9/19/2002	The Excite Network, Inc			
BX	WO 02/091193	11/14/2002	International Business Machines Corporation			

Examiner Signature	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant

1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST 3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16, if possible. 6 Applicant is to place a check mark here if English language translation is attached

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Sheet	2	of	2	Attorney Docket No.:	Google-35APP (GP-090-00-US)

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS				
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source		T ²
BY	Dedrick, R., Interactive Electronic Advertising, IEEE, 1994			
BZ	Dedrick, R., A Consumption Model for Targeted Electronic Advertising, Intel Architecture Labs, IEEE, 1995			
CA	Baseview Products, Inc., ClassManagerPro Administration Manual v. 1.0.5, February 1, 1997			
CB	Ad-Star.com website archive from www. Archive.org, Apr. 12, 1997 and Feb 1, 1997			
CC	Information Access Technologies, Inc., Aaddzz brochure, "The Best Way To Buy And Sell Web Advertising Space," © 1997			
CD	Information Access Technologies, Inc., Aaddzz.com website archive from www. Archive.org, archived on Jan. 30, 1998			
CE	AdKnowledge Market Match Planner: Reviewer's Guide, AdKnowledge, May 1998			
CF	AdKnowledge Campaign Manager: Reviewer's Guide, AdKnowledge, August 1998			
CG	Baseview Products, Inc., AdManagerPro Administration Manual v. 2.0, December 1998			
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CJ	Business Wire, "Global Network, Inc. Enters Into Agreement in Principle With Major Advertising Agency," Oct. 4, 1999			
CK	Zeff, R. et al., <i>Advertising on the Internet</i> , 2 nd Ed., John Wiley & Sons, 1999			
CL	K. Tateishi et al. "Opinion Information Retrieval From the Internet," <u>Internet System Research Laboratories</u> , NEC Cop., July 16, 2001, Vol. 2001, No. 6, pp. 75-82			
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CN	Notice of Preliminary Rejection for Korean Patent Application No. 10-2005-7015984, mailed October 25, 2006 (3 pgs.) with translation (3 pgs.)			
CO	Notification of Reasons for Rejection for Japanese Patent Application No. 2005-518883, mailed November 13, 2007 (3 pgs.) with translation (3 pgs.)			
CP	Canadian Office Action to Canadian Patent Application No. 2,516,818, dated November 4, 2008 (9 pgs.)			
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CS	Request for Reexamination of U.S. Patent No. 7,240,025 B2, Control No. 95/001,073			
CT	Request for Reexamination of U.S. Patent No. 6,446,045 B1, Control No. 95/001,061			
CU	Request for Reexamination of U.S. Patent No. 7,249,059 B2, Control No. 95/001,069			
CV	Request for Reexamination of U.S. Patent No. 6,829,587 B2, Control No. 95/001,068			
CW	Statement Regarding References in 1449 Form			

Examiner Signature	Date Considered
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